

December 1948

# Iron Man



Merry  
Christmas

# SPOTLIGHT on ON-A-LITE

All Iron Fireman personnel are familiar by now with On-A-Lite Christmas Tree Lights, but the story behind On-A-Lite production at Iron Fireman is an interesting one which we would like to tell you.

About the first of June, 1948, Iron Fireman contracted to make lights for the On-A-Lite Corporation which was organized during the spring of this year.

Work started immediately at the Heating Control Division, which was already well equipped to handle the necessary assembly operations. The first On-A-Lites were completed in the last week of July, and were shipped to Marshall Field in Chicago, which is one of the finest department stores in the nation, and a store visited by thousands of tourists.

In the meantime, On-A-Lite Sales Representative Hal Davidson was

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(Right) THE CAP LINE: Here the small cap, or lower part of the socket, is assembled. Busily putting these small parts together are, reading clockwise from lower left corner, Mildred Salerno, Pat Grapperhaus, Ann Jones, Jessie Dahm; at assembly machine in background, Hattie Eckton, Nellie Nelson, Effie Graber, Mary Hooyboer, Arlene Holman; right side of table, Ruby White, Mollie Ingles, Ida Weriz, and Eleanor Hudson.



(Left) ASSEMBLY MACHINE: Wayne Strong, Division Manager, discusses this assembly operation with Pauline Barcus (in foreground) and Ruth Cahill. This machine automatically rivets the contacts in the socket body, and the girl's main job is to place two parts in the small jigs, and as the table turns the machine does the rest.

## Spotlight On On-A-Lite

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traveling all over the country, personally visiting as many of the larger department stores as time would permit. Among them were Wanamaker's in New York, Higbee Co. in Cleveland, Hudson's in Detroit, Foley's in Houston, the Emporium in San Francisco, Frederick & Nelson in Seattle, and Meier & Frank here in Portland.

During the first year of sales and production, sales promotion was especially important. That is why the larger stores were contacted first. They reached the largest number of potential customers and could afford to advertise these new lights in local papers and Sunday supplements.

On-A-Lite Corporation then ran a full page advertisement in two well known national magazines — House Beautiful and House and Garden —

to help back up the local dealers and their advertising. The mail coming into our office here in Portland shows that people are definitely interested because they are sending orders direct to us as well as buying lights in their own localities.

Most of the stores are displaying On-A-Lites in their toy departments, but they are also frequently found in the gift departments and houseware departments where candles, candelabra, etc. are also on display.

On-A-Lites can be used not only for trimming trees but for decorating holly wreaths, or door decorations (as illustrated on the cover), and even for lighting table arrangements. Because of their versatility — the light you place ANYWHERE on the cord — these lights are proving very popular.

**ASSEMBLY LINE:** Last, the globes are screwed into the sockets, and are then packed in boxes with the cords. Then they are ready to be packed in cartons and shipped. Inspecting a new set, just off the line, are supervisors Art Aldinger and Helen Cook.

## THERMO - STATIC

Ex-employee Glen Gray is now the proud father of a baby boy born the week-end of December 12.

Everyone is happy to see Bill Duncan back again after his recent illness. We missed you, Bill.

Charlie Freeling is expecting a new tax exemption before the end of the year. Here's hoping you make it, Charlie.

Verda Gregg has left Heating Control Division for a two months leave of absence. Taking her place we welcome Rosemary Surface. Rosemary and her husband came to Portland from Omaha, Nebraska. She is the secretary of the chief engineer, Al Judson.

Instead of tryin' to find so many new things, maybe we'd all be better off if we tried to understand some of the old ones.

"Why do you keep looking down all the time?", asked the nurse of a patient.

"The doctor told me to watch my stomach."

Do you have a new Kenwood or Lincoln telephone number? Or do you have a new phone? If so, please give this information to the Personnel Department so your record will be up to date. Thank you.

## IRON MAN

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Member, Pacific Northwest Industrial Editors Association

## 25th ANNIVERSARY PIONEER BANQUET

By Bob Chambers

At the 25th Anniversary Banquet for the Pioneers of Iron Fireman, everything was of silvery atmosphere: from the good-luck tokens and silver-colored programs which the boys picked up at the door after signing their names, to the notes from Tiny Dumont's band, to the silver in the remaining hair of the erstwhile 25-year men, to the taste in the boys' mouths the next morning, it was silvery from start to finish. The figures "25" appeared everywhere, from the backdrop of the speakers' table to the hors d'oeuvres and petit fours.

Shortly after 6:00 o'clock, the boys began to rally in the Grand "Brawl Room" of the Multnomah Hotel, and immediately upon getting rid of their hats and coats, they had no difficulty in finding the arm-bending counter set up in the corner of the room. On another table were dainty open-face sandwiches they called "Horses D'oeuvres". One fellow said that it didn't taste like any part of a horse he had ever eaten before. They were delicious.

As the atmosphere began to glow with the geniality of good fellowship, Tiny Dumont and his drugstore cowboys lined up on the stage and rendered some good old Pioneer campfire tunes. In fact, they never stopped playing all through the excellent meal, and brother, was that a feed, from crab cocktails through fancy fruit salad plus filet mignon with mush-



Cy Burg begins his well-known "Popcorn Act" — but this just the beginning!

King Handley presents Banfield with his "25 ton" — "It's Hoover



Roy Englund looks on as Frank Wright signs the album which was later presented to Mr. Banfield. Bob Chambers then gave Frank a program and an Iron Fireman Good Luck piece.

Earl Winch signs the album which was later presented to Mr. Banfield. Harry Be former P

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#### PIONEERS EN MASSE:

At the Head Table, from left: Cliff Snider, Secretary; Wayne Strong, Manager of Heating Control Division; Charles Hoffman and Roy Renoud, Local No. 49, Int'l Brotherhood of Electrical Workers; Lee Stoll, Chairman of Portland Labor-Management Committee; Haskell Carter, Vice-president in charge of Production; Ernie Webb, Servicing and Engineering; Cy Burg, Vice-president in charge of Sales; Harold Gowing, Personnel Director; T. H. Banfield, President and General Manager; Hillman Lueddemann, Chairman of the Board of Portland Chamber of Commerce; Frank Hecox, Vice-president and Treasurer; Ralph Johns and Lew Jones, Local No. 63, Int'l Assn. of Machinists; Lewis Cox, Executive Assistant; Howard Cuishaw, Assistant Sales Manager; Joe Gerber, President, Joseph R. Gerber Advertising Agency. Not shown, on extreme left, Dale Wylie, Sales Promotion Manager.

Bill Huntley presents President Banfield with an album signed by all employees present at the banquet in appreciation of 25 years of leadership. The book has a beautiful myrtlewood cover, with a silver plate denoting the 25th Anniversary of Iron Fireman and an inscription to Mr. Banfield.

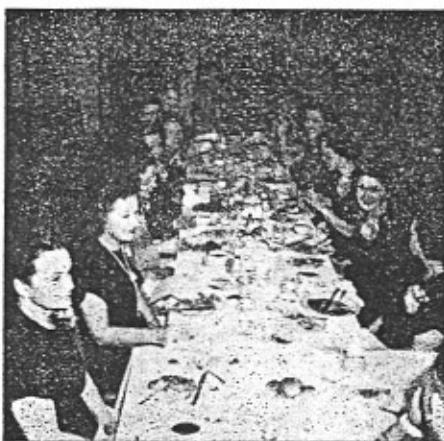


King rushed to the speakers' rostrum, thanking Harold for his kind and graceful remarks, passing them off as not being unusual. In his right hand he carried a five-gallon bucket with one word across the front—"Bull"—from the inside of which dry ice was giving off effervescent steam, the effect not being lost on anyone in the audience. In his left hand, he carried a couple of props.

It has become an old trick of the Vice-President in Charge of Sales to see a drab necktie and snip it off with a pair of scissors and then present the embarrassed owner with one of those famous "Cy Burg Good Luck Red Neckties", and did King ever put that over on the Vice-President in Charge of Sales — and how! In offering the new necktie box, he made a few remarks about the old rag that had been passed out to him the year before and since he had no immediate use for it, he would return it to the Vice-President in Charge of Sales, who really needed it after he was clipped.

King then took his bow and Cy Burg got up to deliver his now famous sales address, "What's Cookin'?" He must have been flustered, 'cause you should have seen Les Mugg's eyes bug out when Cy knocked over the speaker's rostrum with that \$75 microphone on it.

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## BLUE ROOM BANQUET

The Pioneers fellows cannot outdo the girls at Heating Control Division. The girls having been with the company five years or more were guests at the Blue Room of the Multnomah Hotel on Saturday evening, December 11, where they had a delicious dinner (very similar to that of the Thursday banquet), accordion entertainment and an enlightening talk by Wayne Strong. Each guest was given a corsage of camelias. A good time was had by all.

The following girls attended: Pauline Barcus, Helen Cook, Ruth Cahill, Madge Carpenter, Della Croall, Edna Denman, Josephine Donato, Verna

Dobson, Anna Dodson, Hattie Eckton, Predetta Heisler, Delma Hostetler, Iva Heimbecker, Joan Linden, Emma Lord, Edith Luciana, Hazel Phillips, Annie Poletiek, Josie Procter, Jeannette Randal, Lois Reischel, Jessie Scott, Mary Suppes and Verna Thralls.

Due to illness, Elizabeth Zirschky could not attend.

Jim: What's the difference between a single man and a married man?

Fred: What?

Jim: A single man has no buttons on his shirt, and a married man has no shirt.

## PRESIDENT BANFIELD PRESENTS AWARDS

Though they did not have a banquet, the Plant 1 Pioneer women and their guests gathered for a brief meeting in the Conference Room, the afternoon of the 25th Anniversary Banquet. President Banfield presented each girl with a check for the equivalent of the amount spent per person at the banquet.

Pioneer women were Mabel Evans, Adessa Devlin, Julia Lamonea and Kathleen Coffey, and those with over five years included Anna Hohnstein, Mary Foley, Margaret Grieve, Jeannette Lux, Dorothy John, Kathryn Niederer and Lois Mendenhall.

It ain't the number of hours a man puts in, it's what a man puts in the hours that really counts.

It is not so much where we stand as in what direction we are going.

—Oliver Wendell Holmes

She: My father said he didn't like women that drive from the bac' seat.

He: What did your mother say to that?

She: She said back-seat drivers were no worse than men who cook from the dining room table.

## RAMBLINGS from Retail

By Jim Collins

New cars seen coming and going to the Retail parking lot lately include a '49 Ford, a '48 Chev, and a '48 Plymouth. Proud possessor of the Ford is Jim Naster, steamfitter foreman.

The two-toned green Chevrolet Fleetmaster is in the ownership (in part) of Ed LaFortune.

Winston "Smitty" Smith is driving the new tan colored Plymouth.

News about those at Retail who can't afford new cars is rather slim. Jay Flippo, superintendent of the Retail oil department, wants to remind all of you people in the company that we are definitely in the oil business here. We have three 1600 gallon oil tankers here to serve you. We carry three grades of oil - 100, 200, and 300 which are stove oil, furnace oil, and light industrial oil. Give Jay a call here at the Retail office and tell him to come out and "fill 'er up".

## VITALISTICS

### ENGAGEMENTS:

Mildred Smith, Plant 1 Office, to Edwin Patterson.

Glenn Miller, Heating Control, to Vera Wohlschlegel.

Mary Weigel, Plant 1 Office, to William Logan.

### WEDDING BELLS:

Orville Miller, Plant 1 Shop, to Helen King, October 8.

### STORK CLUB:

To Mr. and Mrs. James Driscoll, Jr., Heating Control, a son, James III, 7 lbs. 6 $\frac{1}{2}$  oz., November 21.

To Mr. and Mrs. Adam Gellner, Plant 1 Shop, a son, Edward John, 7 lbs. 10 oz., December 11.

## Christmas Here and There

Guest Editorial by Enid Nott

Christmas customs here in the United States are quite different, in some ways, than the way we celebrate it in Australia. When I arrived here just before Thanksgiving two years ago, I thought at first that all the Americans ever ate was turkey and pumpkin pie.

Here in the States, everyone has a Christmas tree in his own home. On Christmas Eve the children hang up their stockings in front of the fireplace. During the night Santa Claus comes in his sleigh drawn by reindeer, and fills all the stockings. Then the children run out early in the morning to see what Santa left them.

In Australia we do not have Christmas trees in our homes. We do have a lot of Christmas parties, though, where Santa comes to visit in his shining red roadster, takes down the presents from the tree and distributes to each and every child. On Christmas Eve the children put a stocking (or usually a pillowcase, because it will hold more) above their beds; and bright and early on a hot, sunshiny day every child awakens to rouse his parents with excited news that Santa has been. You must remember that December in Australia is early summer and more than likely, there would be a hot north wind, so that's why Santa Claus has to use a roadster.

Christmas presents are always opened on Christmas Day. Here, presents are usually opened on Christmas Eve unless there are small children in the family. This is seldom done in Australia.

Christmas dinners are much the same, but where you frequently serve pie or ice cream for dessert, we always have a plum pudding, with threepence and sixpence baked right in the pudding.

We also have another holiday — Boxing Day — which is the day after Christmas. All kinds of sports events are held and everyone turns out for their favorites. The Christmas season also brings additional activities, banquets and parties, because it comes just before the schools and churches close for the summer vacation.

But no matter how Christmas is celebrated, it is still a time for much rejoicing and festivity. And now to each of you, a Very Merry Christmas.



WINNERS OF VACATION PICTURE CONTEST

Roy Slack, Plant 1, 1st Prize of set of On-A-Lites; Rosemary Surface, Heating Control, 2nd Prize of 1 pair Thelma Hull Multishakers; Ed Hoffmeister, Plant 1, 3rd prize of box of candy. Congratulations.



**FOR SALE:** Baby crib, high chair, scooter, etc. See Howard Nelson, Turret Lathes, Plant 1.

### STRICTLY PERSONAL

Why is Bill Tanna getting the "Hoot Hoot" from everyone? (He's not so hoot — Yak! yak! yak!).

Vince Baker didn't know that one of the eggs used as props in a skit was the real thing — that is, until he had already crushed them above the heroine's head! Oh, was his face red!

Kay Coffey is still buffaloed by Kay (Sims) Niederer's last name, 'cause we haven't heard her try it yet over the P. A. system.

The boys in the turret lathe department are having a hard time keeping track of their machines, amid all the "moving day" activities. With machines coming and going, the North end of the shop has really taken on a "new look".

Bob Hagner was delayed on his return from the East when he was snowed in for several days in Nebraska.

New relief nurse at Plant 1 is Erma Massey.



Last Thursday night's bowling was bad for three of the hot shot teams. The Daffy Dills, Holy Terrors and Pin Busters lost all 4 points to Hi Tension, Sad Sacks, and Wood Peckers, respectively.

The Screw Balls had a new Hi Single of 1044 and the Wood Peckers a new 2nd Hi Single of 1022. All in all, it was quite an evening.

We sincerely wish each bowler and his family a very Merry Christmas and a New Year full of strikes, spares and 300 games.

# 25th ANNIVERSARY PIONEER BANQUET

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Well, Cy started in a serious vein and the audience roared. Cy couldn't figure that one out, so he started again and once more they roared.

By this time, Harry Banfield, Frank Hecox, Harold Gowing, and others who wore glasses had to take them off and were wiping their eyes. (I don't think T. Harry got his glasses back on again until he took the rostrum himself.) Cy was nonplussed. He turned and looked at the wall behind him. Up over his head was an innocent looking sign which read "4-25 years." It looked innocent enough but — you should have seen just what that sign read when King Handley pushed the button and lit up the words above the "4" which did not show until the switch was turned on. It stopped the show.

Cy got around to his popcorn demonstration, wherein the kernels of corn represented prospective sales and you have to get them heated up to make the sales pop. He goes into this in a large fashion. Off comes coat and vest; on goes the baker's white hat. Then King slipped in one of those "Watermelon-eating - contest - aprons" which made such a big hit at last year's picnic. Cy was then dressed to pop. He turned on the heat; he shook up the sales; no pop.

With this going on, accompanied with the constant roar from the audience, there came the sound of another voice. From the kitchen door, in came a vendor in a white hat and apron, with his wares before him on a tray, selling freshly buttered popcorn already popped and done up in packages, and from then on things popped all over the place. You guessed it—King Handley again. He told Cy that the stuff he was working on would never pop in a million years because they had soaked the popcorn kernels in water. He then handed Cy another can and told him to try it.

When Cy took the top off, out leaped a couple of snakes on springs. By that time the place was in an uproar. (Even Joe Gerber broke down and laughed, and that is really something.) Then when King handed Cy another pack-

age of good popcorn kernels, Cy didn't know whether to take it or not. This time it worked and he soon had the prospects hot enough to pop.

When Cy's talk was over, he meekly sat down with a cross between a puzzled and bushed-out expression on his face. They flashed the sign for him once more; this time to let him see just how he had been victimized.

Hillman Luedemann then got up and told us "What Portland thinks of Iron Fireman." Instead of the prepared speech he had all ready to give, he entered into the spirit of the occasion and told a few stories and then glanced up with a smile to see whether or not they had flashed the sign on him. However, as he got into the more serious part of his speech, complimenting both his good friend, Harry Banfield, and the Iron Fireman Manufacturing Company, the group was very attentive and you could have heard a pin drop.

This was followed by "The Next 25 Years" address from the only real boss that some of the pioneers have ever known. Again the attention was complete, and everyone was all ears.

Harold and Harry then presented the service emblems to the pioneers old and new. New ten-year Pioneers were Al Judson, Heating Control, and Bob Koskey, Retail. Reaching the fifteen year mark were Ed Hoffmeister, John Leake, Art Peterson, Cliff Snider, Ernest Thedy and Clarence Zimmerman, all of Plant 1. Twenty-year emblems were presented to Harry Beran, Harold Gowing, Elmer Howard, Henry Johnson, Ed Lunda, Al Wallace and Frank Wright, of Plant 1; and Harry Becker, Bernard LeRoy and Paul Manthe, of Heating Control.

Not to be outdone, here came the devil again and in his own inimitable fashion presented badges of merit and honor to the four pioneers who together represented 100 years of service to the Iron Fireman. The first was for Joe Gerber whose button read, "Silence, Genius at Work." Next, Frank Hecox, whose button read, "Go to it, Kid", but

attached to his button was a pair of boxing gloves for him to put on as Treasurer every time he put his hands into the cash box. Then Cy Burg was presented with his button which said, "Official Crap Shooter." Last but not least, T. Harry Banfield, in condolence for the recent presidential election, was presented with a button which said, "It's Hoover in 1952."

In addition to the buttons presented to the 25-year men, King had something else—an Iron Fireman check for each one. They were made out for \$1,000 for each year of service, or each check for \$25,000. They were properly made in each detail, even to protectograph—just one small item missing—the handwriting of T. H. Banfield. But it was a damned fine thought and went over big, even though King tore T. Harry's check right in two.

King Handley is a master at his art and realizing that Hillman Luedemann was such a good sport and he did not have another button with which to present him, he hastily kiss his little bald spot as he passed behind his chair upon leaving the speaker's stand.

Bill Huntley was then called upon to present to the Boss the Silver Anniversary book which all of the employees present had signed. Bill didn't let any guy from Cleveland, Cuyahoga County, Ohio, get ahead of him. So in preparation, he threw his coat on the floor, too, for the presentation. Fact is, Bill didn't take his usual "snort" that evening, just so he could do a good job for T. Harry.

Shortly after that, the meeting was adjourned. The time had gone so quickly for everyone that they did not realize that it was ten minutes after 10 o'clock. That in itself explains the good time that was enjoyed by everyone. The fact of the matter is, the boys are still talking, and will continue to do so, of the 25th Anniversary Banquet held in the Grand "Brawl Room" of the Multnomah Hotel on Thursday evening, December 9, 1948. It was an occasion which will long be remembered.

Due credit should be given to Harold Gowing, King Handley and Dick Walker who made all arrangements smooth functioning of a well-organized banquet and assured participants of a howling good time.